

TEACHER NOTES

Art & Design

Graphic Communication / Explore and Create

Advertising

English Crossover



Contextual Summary

This is a design/writing task that enables students to reflect on the appearance of the railway and its authenticity. On their visit it is anticipated that students will notice the old-style advertising posters, signs, and styles of furniture and design.

This task asks students to consider how the past has been represented, and to contribute to this by designing their own railway advertisement or brochure. They will have the Isle of Wight Steam Railway brochure and some old Southern Railway advertising images as inspiration. They should sketch ideas at the railway during their visit.

This task allows for the practise of many skills such as designing for an audience and purpose; writing for audience and purpose, writing to persuade, writing to inform, and also writing in the style of the past. There is also a cross-curricular element with both English and also History (how the past is represented).

Task Implementation

This task would most probably be undertaken as a follow-up activity on return to school or accommodation. Sketches and ideas could be formed on-site during the visit. The students will need to have some prior knowledge and understanding of advertising audiences, purposes and techniques.

Ability Levels

There are 3 versions of this resource, generally adapted for mixed ability students in key stages 2U, 3 and 4. These could be adapted further by teachers if required, e.g. for SEN.

Key skills practised in this unit:

- ▶ Awareness of audience and purpose
- ▶ Using a source for inspiration
- ▶ Crafting skills in writing and creative design
- ▶ Using purposeful images
- ▶ Appreciation of how to represent the past

Relationship to Curriculum

The above skills are required to be taught and practised as per the National Curriculum 2014, for key stages 2-4, and as part of the Scottish Curriculum for Excellence

SUBJECT

Art & Design

UNIT

Graphic Communication

OPPORTUNITIES FOR USE

- ✗ Pre-Visit
- ✓ On-Site Activity
- ✓ Post-Visit
- ✓ Peripheral Task

APPLICABILITY



KS2U, KS3, KS4



P6-S5

CURRICULUM / SYLLABUS

- ✓ National Curriculum 2014
- ✓ Curriculum for Excellence

Applies to Resources numbered:

1	0	1	0	6	1
1	0	1	0	6	2
1	0	1	0	6	3

Learning Opportunities

Pre-Visit

There is an opportunity here to look at the design and language of advertising and how it has changed over time. Students can look at the language and style of Edwardian and Victorian adverts and brochures generally, perhaps with a focus on travel. Students can then be prepared to collate the style and design information on offer at Isle of Wight Steam Railway, in order to get the most out of this task. Students should be made aware to notice the styles of advertising and design around the Isle of Wight Steam Railway when they visit. They should be prepared to sketch out ideas on-site.

During the Visit

Looking at style, design and advertising on display around Isle of Wight Steam Railway, as preparation for the completion of the task/resource below

Post-Visit

Completion of the task/resource linked to this document:

Can You Design?

Resource ID: **101061** (KS4), **101062** (KS3), **101063** (KS2)

Enrichment Opportunities

Research opportunities for advertising, and how design, audience, style, form and content have changed to meet the needs of the business and public over the years.

Learning Outcomes

Students will be able to demonstrate that they can use language for a particular audience and purpose (to inform and persuade), on a focused theme, and with an emphasis on accuracy and the representation of the past. Students will demonstrate that they can collate information and produce a new text from it. They will reflect on their experience at the railway, and practise selling it to others, by creating an advertisement in the style of the past. They are practising their design skills to engage with the tourism-focused and historical aspects of the railway.

See Also...

Other resources at Isle of Wight Steam Railway relevant to this age group include:

101012	English	10 Questions to ask at the Steam Railway
101172	English	Understanding Railway Texts
101133	History	Railway Chronology
101233	History	Investigate the Railways

For further details visit www.edudest.info and click:

- ▶ *Resource Finder* - to locate specific resources identified above
- ▶ *Venue Finder* - to learn more about education at this venue
- ▶ *Subject Finder* - to find other relevant Isle of Wight venues

